

Via E-Mail

January 16, 1996

To: All Retail Divisions With Shop Rite Stores Supplied By Wakefern Food Corporation

Subject: 1st Half 1996 Price Plus Program Dates

Dear Managers:

Listed below are preliminary 1st Half 1996 Price Plus Dates:

Brand Family	Program Date
Winston	Feb. 18-Mar. 16
Doral	Feb 18-Mar. 16
Worth	Mar. 17-April 20
Salem	April 21-May 11
Doral	April 21- May 11

Please ensure that your Retail Representatives attempt to contact stores as close to the Program Date inception as possible.

As a point of reference the Price Plus Programs worked in 1995 contributed significantly to our volume and share performance in Wakefern:

	<u>Volume Performance</u>	<u>SOM Performance</u>
Winston	+ 5.9%	+.15%
Doral	+ 9.3%	+1.0%
Worth	+ 12.%	+.31%
RJR Full Price	-.1%	+ 1.0%

As always, your valued assistance is greatly appreciated.

Regards,

Nick

G. N. Kuruc, Jr.

1/18/96
Copy to Lori
RM

51847 8475